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Harley-Davidson Renews Partnership

Harley-Davidson York Vehicle Operations recently renewed their partnership with the Education Department of the Byrnes Health Education Center for the 2011 calendar year. Our relationship extends for many years and helps to provide quality health education and support to their wellness initiative for their employees.

Currently, two educators work on-site at Harley-Davidson's York facility, along with two ad-hoc representatives from the union collectively supporting and advancing the many faceted wellness initiatives.

One recent initiative was known as the Biggest Loser Plus Contest, which generated an overwhelming response as over 800 employees participated. Weekly weigh-ins, newsletters, Health and Safety Meetings and administrative assistance for the contests are all part of the on-going support provided to Harley-Davidson.



Wellness Committee (L to R): Stacia Scott, Tim McKenzie, Karen Sterner, Ann Kerchner and Karen Traynham

In addition, our team identified inspiring ideas for the wellness calendar, proactively engaged in recruiting new employees to join wellness initiatives and continued to educate employees on healthy behaviors.

We are honored to work with a company that understands the importance of providing quality health education to their employees and fostering a culture of wellness in the workplace.

York Country Day School— Our New Curriculum Partner!

Byrnes Health Education Center is thrilled to announce York Country Day School as our new curriculum partner for 2010-2011 academic year! In collaboration with our team, Jennifer Bowders, Dean of Students, defined a program to provide health education programming over a six to seven week period with typically one session per week. Our educators developed and started delivering this programming to students in Grades 6, 7, 8 and 9. Head of School, Nat Coffman said, "Health education was an area we needed to strengthen in our student-centered, college preparatory curriculum. We evaluated local providers, and chose the regional leader in student health edu-

cation. We are pleased with the growing collaboration between York Country Day and the Susan P. Byrnes Health Education Center."



Jennifer Bowders with York Country Day School Students



From the President

Greetings,

These are exciting times for delivery of our health education mission – educating and inspiring people of all ages to make healthy choices! Spring is

our busiest season with more young people attending our exciting and interactive theater presentations, and our outreach “road warriors” delivering health education to school personnel, students, parents and even to employees in the workplace. The demand in the schools for our bullying prevention programs and Drugs 101: What Parents Need to Know is very high. Our Forensic Science programs delight and teach students about their human body systems. All programming, not only matches state and national education standards, they also incorporate cross-curricular health education lessons that assist learning in science, math, language arts, library, technology and research. This is an extremely important value for all who are interested in student health, student education and those all-important standardized test scores. Our eLearning team has developed a complementary online bullying prevention program for the LearnToBeHealthy.org website. This exciting interactive website completed phase one of its translation to the Spanish language for lessons, lesson plans and other academic tools that are true timesavers for teachers and a tremendous value for students!

Needless to say, these are also financially challenging times for our school partners and many others. We are delighted that our partnerships continue to be strong, and we recently added a new private school curriculum partner also featured in this issue. As some schools have struggled, we have been delighted that generous givers in their communities have come forward and sponsored a class, even several grade levels in a school district, and for one district, an entire partnership package of theater, outreach and eLearning, – and in perpetuity.

We are blessed with the generosity of so many givers who believe in the power of prevention and health education programming. These gifts, complemented by the work of volunteers, interns and a core group of passionate employees make the Byrnes Health Education Center the leading resource of innovative, high-quality, effective health education.

Thank you for sharing in our mission. Be well ... and have a healthy day.

C.T. O'Donnell II, PhD

Inspiring Choices ...

Calling all Parents! Growing and Changing: What's Normal?

Parents and children have been filling this evening two-hour adolescent physical and emotional transformation program. Interactive conversations on the reproductive system, menstruation and hygiene are discussed. Basic descriptions are provided on “what is normal” along with answers on what to expect from your growing child.

In the times we live in, and with the age our daughters are at, it is often not cool to spend time with your mom. But this was an awesome way to spend time together, have the questions come out, and get the conversations flowing.

Thanks for offering this program, and all of the others that you do. It is a treasure to have an organization like yours here in our community.

J. Danczyk, Service Unit Leader – Girl Scouts in the Heart of Pennsylvania

This quality time for **Girls & Moms** and **Boys & Dads** has opened the line of communication — or better said by J. Danczyk, “get the conversations flowing” on adolescent puberty. Looking for that quality time with your child? Page 7 has our upcoming program dates. **Sign up today!**

Preview of our Forensic Science Programs

Our Education Department was pleased to announce our new **Forensic Science Programs** at our Fall Preview

Event where we launched a sneak peak at these new programs with several school district administrators and teachers. The programs combine health education and forensic science to create an atmosphere where your students become crime scene investigators. Congratulations to our raffle winners – Central York School District and Red Lion Christian School.



Jennifer Beck and Greg Alloway (center) accepted the Science Preview Program for Central York School District from the drawing on November 18th.



Kathy Blough (center) accepted the Science Preview Program for Red Lion Christian School from the drawing on November 16th.

Healthier Community — 1st Annual Home School Day

On March 16th, children from home school associations throughout Central Pennsylvania and Maryland took a journey through the incredible systems of the body and explored their functions. Parents watched as their children interacted in a fun and innovative health setting and attended a tutorial on our LearnToBeHealthy.org site to provide further learning in their homes on healthy choices!



Simon and our Educator handing out healthy snacks

Parents shared what they enjoyed most that day ...

“... The body fat presentation – Excellent, hard hitting – every student should get to experience the 5-lb vest ...”

“What a fun and educational day we had! ... Well worth my drive from Harrisburg and the cost. ... Digestive system explained with rope was awesome ...”

88% of attendees said they would gladly attend next year’s event! Enrollment has begun for our Fall Home School Day on September 20th. If your home school association is interested in receiving more information please contact communications@byrneshec.org.



Home School student receiving certificate



Simon with his new pals!

Dan Dygert Hosts 1st Annual Byrnes Board and Staff Reunion

Dan Dygert, Chairman of the Board, hosted the 1st Annual Byrnes Board, Staff and Family Reunion. The event provided opportunity to reminisce and learn more about the new programs at the Byrnes Health Education Center. Thank you to all that attended the event in support of the organization. It was great to see everyone!



Dan Dygert and John Lynam



Katie Herrington, Katie's son, Coni Wolf and Barbara Linder



Brittany Frey and Nikole Tome teach Nicholas on brushing!



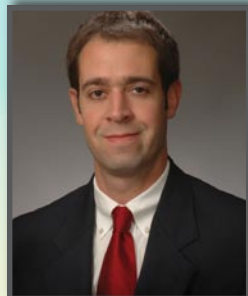
Jen Shue, Julie Wilson, Susie, Nikole Tome and Brittany Frey



Bill Scott and Sam Bressi

The Income Tax Benefits of Direct Charitable Contributions from Your IRA

By Alex Snyder, Esquire, Byrnes Health Education Center Advisory Board and Giving Committee Member



A little known rule in the Federal Tax Code provides a great opportunity for individuals age 70½ and over to help their favorite charities. Upon reaching age 70½, the IRS allows an individual to give up to \$100,000 directly from his or her traditional IRA to a designated charity and exclude the entire amount of the donation from his or her taxable income. The requirements are simple: The donor must arrange for the donation to go directly to the account of the designated charity. If the donor takes a distribution in the same amount and then makes the charitable gift, the rule does not apply, and the

donor must recognize the distribution as income. So why may it be a good idea to distribute funds directly from an IRA to a charity? In addition to the ease of donating to charity directly from an IRA, there are several tax benefits. First, a direct gift from an IRA to a charity is excluded from the donor's income tax. Normal IRA distributions to the individual are not similarly excluded. For certain individuals, increases in taxable income may trigger taxation of Social Security benefits. Direct IRA distributions provide a means of avoiding this pitfall. Second, a traditional charitable donation by an individual from his or her income is subject to ceilings imposed by the IRS. This means that a donor may encounter limits to the amount of charitable donations he or she can deduct against his or her income, or see those benefits phased out as income increases. The direct IRA

distribution entitles the donor to exclude the full amount of the distribution from his or her income, providing the donor with a means of avoiding these limits. Third, the IRS also allows the donor to count a direct charitable distribution as part or all of the donor's required minimum distribution (RMD) for the tax year of the distribution. Many individuals hope to avoid the tax impact of the RMD, but cannot simply fail to take the distribution without subjecting themselves to a stiff penalty. By directing that a portion of their IRA be distributed directly to charity, these same individuals can effectively avoid the RMD income. If you are considering a direct distribution of funds from your IRA to a charity, please keep the Susan P. Byrnes Health Education Center in mind. You should also consult with your accountant or tax advisor to ensure that the distribution is carried out correctly.

5th Annual Drive "Fore" Health Golf and Tennis Outing

Monday, June 13th 2011 • Country Club of York

1400 Country Club Road • York, PA 17403

Golf – \$350 Per Player
Lunch, Practice Range, Tournament Round of Golf with Prizes, Closest to the Pin and Evening Festivities!
10:30 AM – REGISTRATION & LUNCH
12:00 PM – Shot Gun Start

Tennis – \$150 Per Player
Lunch, Round Robin Tennis, Awards, Evening Festivities!
9:30 AM – REGISTRATION
10:00 AM – Round Robin
1:00 PM – Round Robin

Evening Festivities start promptly at 5:00 PM –
Cocktail & Hor d'oeuvres Hour, Awards and Auction

Specialty Sponsorships

Lunch Sponsor	\$5,000	Includes 2 players
Dinner Sponsor	\$5,000	Includes 2 players
Cart Sponsor	\$2,500	Includes 1 player
Beverage Sponsor	\$2,500	Includes 1 player
Program Sponsor	\$2,500	Includes 1 player
Awards Sponsor	\$2,500	Includes 1 player
Hole Sponsor	\$300	
Golf, per player	\$350*	
Tennis, per player	\$150*	
Lunch only	\$ 75	
Dinner Only	\$ 75	

*Includes lunch, cocktail hour, golf practice range and live auction.



Simon's Corner ...

"Like" Us on Facebook!

Come 'Like' Simon on our Susan P. Byrnes Health Education Center facebook page at

<http://www.facebook.com/SBHEC>

Simon asks you to 'Like' us at

<http://www.facebook.com/LearntobeHealthy>



Healthy Polls and Tips on Our Websites!

Visit www.byrneshec.org and www.LearntobeHealthy.org to log your selection on our polls and learn healthy tips!

To keep teeth healthy – see your dentist at least twice a year!



We thank our major sponsors and join them in welcoming you to our 5th Annual Drive "Fore" Health Outing!



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 Address _____ City _____ State _____ Zip _____
 Email _____ Daytime Phone No. _____ Evening Phone No. _____
 Please contact me regarding sponsorship opportunities. Amount enclosed \$ _____
 Tennis: AM Session PM Session
 Names of our foursome:

Return entries to: Anne E. Bahn, Director of Giving
 Susan P. Byrnes Health Education Center 515 South George Street • York, PA 17401

NEW Premium Bullying Prevention Activities on LearntobeHealthy.org

Support Report Stand Up

Mean, hurtful, intentional and repeated ... bullying is not only harmful to those involved, but also shapes the school environment, affecting students' ability to learn and teachers' effectiveness in the classroom. Students have the power to create positive change that not only supports physical and mental health, but also contributes to safer, healthier school environments.

Our NEW Premium bullying prevention activities — *This Has to Stop*, for 7th-12th graders, and *Step Right Up*, for 4th-6th graders, empower students with the knowledge and skills to progress from complacent bystanders to individuals

Thank you Dallastown Area School District guidance counselors for helping to develop bullying prevention scenarios for grades 4-6 and 7-12 and to Red Lion Area School District students that appear in our bullying prevention videos.

who can help stop bullying. These activities, modeled after the Olweus Bullying Prevention Program, transform students from bystanders into those who can

help stop bullying situations by *Supporting, Reporting and Standing Up*. Empower your students today; visit LearntobeHealthy.org to become a premium member to access these activities.

Program Profile:

HIV/AIDS

The U.S. Centers for Disease Control and Prevention (CDC) estimates that at the end of 2007, there were 599,819 people living with a diagnosis of HIV infection in 37 states and five U.S. dependent areas. However, the total number of people living with an HIV infection in the U.S. is thought to be around 1.1 million. With a

need for quality health education on this topic, we offer several programs designed to educate students in this arena.

Programs offered at our campus:

AIDS: What Kids Need to Know – Grades 4-6

AIDS and the Immune System – Grades 8-12

Talkin' Bout HIV/AIDS – Grades 4-6

Risky Business – Grades 8-12

All of the programming offered aligns with National and State Health Education Standards and was developed to correlate and meet criteria of area school district curriculum. The way to keep our kids healthy and safe from this epidemic is to educate them on facts and provide valuable decision-making skills and tools needed. To learn more contact Jamie Reisinger at jreisinger@byrneshec.org or at 717-848-3064 ext. 249.

Thank You to our Interns!

FALL 2010:

Arianne Martin,
York College of Pennsylvania
Symone Jennings,
York College of Pennsylvania
Emily Perkins,
Penn State – Harrisburg
Adia Eifffong,
Penn State - Harrisburg

SPRING 2011:

Nikole Tome,
Penn State - York Campus
Brittany Frey,
Penn State - York Campus
Jon Saylor,
York College of Pennsylvania



Jon and Simon



Arianne and Symone

New Summer Camps!

Looking for a new spark to ignite the interest and energy of your child this summer? Have your child attend one or all of our Forensic Science Camps (Grades 4-6) or Body Works Camps (Grades 1-3) in July at the Byrnes Health Education Center! Here is what students have said:

"I like mysteries and I want to learn how to do detective stuff."

"I got to do things like test DNA, test blood, solve murders, and other things ..."

"Making fake poop; doing interviews; finding out blood type"

Calling all Camp Directors!!! Maybe you're a looking for a new camp to offer in your program — let us help by bringing these camps to you! Please visit our website or contact Jamie Reisinger at jreisinger@byrneshec.org or 717-848-3064 ext. 249.



"Scientist" Marguerite is ready for you to visit our camp this summer!

Director of Giving Message on our HeartBeat Campaign

It's not too late to make your annual campaign gift to the Susan P. Byrnes Health Education Center. Our campaign closes on June 30th, so please send your gift today to help us continue to deliver vital health education programming. You may mail your gift to the Center or for your convenience, go online to www.byrneshec.org and select the Giving tab and Make a Gift.



Rotary Club Fundraiser

On February 4th, the Rotary Club of York North held their annual fundraiser at Heritage Hills. All proceeds from the event benefited the Susan P. Byrnes Health Education Center. Dan Dygert, Board Chair, and C.T. O'Donnell were guests of the Rotary Club for the official check presentation. Joel Snyder, Club President, and Paige Valentine, Event Chair, presented the check and acknowledged the support and partnership between our organizations that began in 1992.



Pictured (L to R): Joel Snyder, Paige Valentine, C.T. and Dan Dygert

Upcoming Events ... Something for Everyone!

JUNE ... ▶

5th Annual Drive "Fore" Health Golf & Tennis Outing
June 13th @ Country Club of York

Boys and Dads: June 15, 6:30–8:30 PM \$9 per attendee. Program on changing that occurs during adolescence.

Girls and Moms: June 21, 6:30–8:30 PM \$9 per attendee. Program on changing that occurs during adolescence.

Eat Well for LifeSM: June 22, 29, July 6 & 13 (Wednesday's) 10:00–11:30 AM
Free to Highmark members, \$70 fee for non-Highmark members.

Eat Well for Life IISM: June 8, 15, 22 & 29 (Wednesday's) 5:30–7:00 PM.
Free to Highmark members, \$70 fee for non-Highmark members.

Heartbeat Campaign ends June 30th

JULY ... ▶

Forensic Science Camp: July 18-22, 9:00–1:30 PM
Five days of sleuthing of the human systems **Grades 4-6**

Body Works Camp: July 11-15, 9:00–1:30 PM
Five days of learning the human systems **Grades 1-3**

SEPTEMBER ... ▶

Annual Meeting for Byrnes Health Education Center
SAVE THE DATE! — September 13

Home School Day: September 20, 9:30 AM–1:00 PM

Boys and Dads: September 21, 6:30–8:30 PM
Program on changing that occurs during adolescence.

Girls and Moms: September 20, 6:30–8:30 PM
Program on changing that occurs during adolescence.

OCTOBER ... ▶

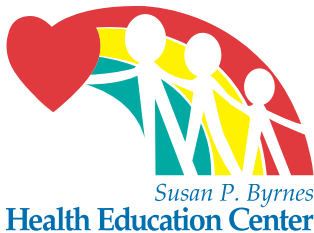
Girls and Moms: October 18, 6:30–8:30 PM
Program on changing that occurs during adolescence.

ANYTIME ... ▶

Personal Nutrition CoachingSM: available, by appointment, at no cost to Highmark members.

To schedule to attend or learn more about a program contact Sandy Gladfelter at 717-848-3064 or schedule@byrneshec.org.

*Byrnes Health Education Center has partnered with Highmark Blue Shield to provide their Wellness and Health Promotion Programs.



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(866) 506-5552
Fax: (717) 854-1846
www.byrneshec.org
www.LearntobeHealthy.org

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About Us:

Mission: To educate and inspire people of all ages to make healthy choices.

Vision: To be the leading resource of innovative, high-quality, effective health education.

Values: With a commitment to excellence in all that we do, the Susan P. Byrnes Health Education Center values:

- ✦ A culture that embraces creativity and fun; leaving a lasting impression of "WOW".
- ✦ Board and staff teamwork that fosters a passion for healthy communities.
- ✦ The seeking and sharing of knowledge for improvement and growth.
- ✦ Integrity and respect in all relationships.

Legacy: Please consider the Susan P. Byrnes Health Education Center in your estate plans.